



# Storewide Membership Bonus Program

## Introduction

At WhiteWater Express, we recognize the need to offer opportunities for our team to increase compensation as well as be rewarded for their location's performance. As a result, we have instituted a new, team-based monthly bonus program. This program rewards stores for both **growth** and **retention** of members.

## Overview

Each month, the store will receive a \$ bonus based on the number of active members at 12/31/21 as laid out below. The base bonus begins at \$500 once the store reaches 500 members.

- The step ups increase at the 3,000 and 5,000 member levels as these are key milestones for our company

The stores will also receive \$1.50 per month for every incremental member added from the beginning of the year.

Monthly Store Bonus				
Members	\$ Base	\$ Growth	Splits	
0	\$0	\$1.50	Area Director	15%
500	\$500		General Manager	30%
1000	\$750		Store Manager	15%
2000	\$1,250		Shift Supervisor (by hours worked	40%
3000	\$2,000		Team Leader (by hours worked)	
4000	\$2,500			
5000	\$3,500			
6000	\$4,000			
7000	\$4,500			
8000	\$5,000			

Example: A store has 3,000 members at the beginning of the year and adds 100 members per month. The store would receive a bonus of \$2,150 in Month 1 which would increase to \$2,300 in Month 2 and \$2,450 in Month 3.

	Month 0	Month 1	Month 2	Month 3
Members	3,000	3,100	3,200	3,300
Base Bonus		\$2,000	\$2,000	\$2,000
Members Added		100	200	300
x \$1.50				
Growth Bonus		\$150	\$300	\$450
Total Bonus		\$2,150	\$2,300	\$2,450

If a store's number of members declines below the beginning of year level to the level below (i.e. from 3,000 to 2,900 it would receive the 2,000 member base until it recovers.



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## *Eligibility*

This plan applies to all employees who have worked 1 full month at WhiteWater Express. If an employee moves locations, the store which he/she worked at on the last day of the month will be the eligible bonus location for that month.

The employee must be active at the time of the bonus payment.

To be eligible for the bonus allocated between Shift Supervisors and Team Leaders, an employee must work 100 hours in a month. This bonus will be split between each Shift Supervisor or Team Leader on Staff based on hours worked.

## *Effective Date*

The bonus will be effective for the month of January. The beginning membership number will be calculated as of 12/31/2021 and all memberships added in January 2022 will apply to the first bonus.

## *Payment*

All bonuses will be paid in the first pay period in the following month. The first pay period for this bonus ends 2/9 and the bonus will be paid 2/17. Calendar is below:

<b>Bonus Month</b>	<b>Pay Period End</b>	<b>Paycheck Date</b>
January	2/9	2/17
February	3/9	3/17
March	4/6	4/14
April	5/4	5/12
May	6/1	6/9
June	7/13	7/21
July	8/10	8/18
August	9/7	9/15
September	10/5	10/13
October	11/2	11/10
November	12/14	12/22
December	1/11	1/19

## *Other Bonus*

This replaces the membership bonus which Area Directors, General Managers and Store Managers receive as of 1/26. This also replaces the team NoS bonus during the NoS promotion.

There will be no change to the current biweekly CPMH bonus that General Managers and Store Managers receive.

There will be no change to the current monthly Gross Profit Margin bonus that Area Directors receive.

This plan will be evaluated quarterly and is subject to change.